

Message Text

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ACTION COME-00

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FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 8304

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FOR COMMERCE/BIC/OIM/BARNES

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: FY 77 THIRD QUARTER CCP REPORT

REF: SINGAPORE 3042

SUMMARY: TWO IMC SHOWS IN THIRD QUARTER WERE GREAT SUCCESSES. WORK SATISFACTORILY UNDERWAY BY POST TO SUPPORT FY 77 FOURTH QUARTER BUILDING PRODUCTS SHOW AND FY 78 FIRST QUARTER HOTEL/ RESTAURANT EQUIPMENT CATALOG SHOW. FY 78 CCP REVIEWED BY EMBASSY COMMERCIAL ACTION GROUP, WITH APPROPRIATE NOTE MADE OF EMBASSY ACTIONS REQUIRED BY VARIOUS COORDINATING AGENCIES. END OF SUMMARY.

1. TWO BIG SHOWS HELD IN THIRD QUARTER

PRINTING AND GRAPHIC ARTS EQUIPMENT EXHIBITION APRIL 25-29, 1977, WAS THE MOST SUCCESSFUL EVER HELD AT THE SINGAPORE TRADE CENTER WITH IMMEDIATE SALES OF US\$1.3 MILLION AND 12 MONTH PROJECTED SALES OF US\$4.4 MILLION BY ALL 24 EXHIBITORS. ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT, JUNE 13-17, 1977, MADE ALL 25 EXHIBITORS ENTHUSIASTIC OVER RESULTS OF 12 MONTH PROJECTED SALES OF US\$9.4 MILLION, SHOW DEEMED AN UNQUALIFIED SUCCESS BY EXHIBITORS.

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2. COMING UP IN SEPTEMBER

MAIN EVENT FOR FY 77 FOURTH QUARTER IS THE ADVANCED BUILDING SYSTEMS AND PRODUCTS SHOW SCHEDULED FOR SEPTEMBER 19-23. THE IMC DIRECTOR HAS TWENTY PARTICIPANTS CONFIRMED WHICH REPRESENT THIRTY-TWO U.S. COMPANIES. THE QUALITY OF THE PRODUCT BALANCE OF BUILDING EQUIPMENT IS JUST AS SATISFACTORY

AS THE QUANTITY OF PARTICIPANTS. TWELVE THOUSAND FLYERS WERE
ALREADY MAILED TO THE IDENTIFIED BUYER UNIVERSE AND A REGULAR
CATALOG MAILING TO BEST PROSPECTS IS SCHEDULED ABOUT SEPTEMBER
1. BLUE RIBBON CALLS, RECEPTION, AND OPENING REMARKS BY AMBASSADOR
ARE ALL BEING ARRANGED AT PRESENT.

3. EAST START IN FY 78 WITH CATALOG SHOW

THE HOTEL AND RESTAURANT EQUIPMENT CATALOG SHOW IS SET FOR
OCTOBER 3-5, 1977. EMBASSY, IMC AND USIS ARE COORDINATING ON
PROMOTION AND PRESENTATION. EXHIBIT SPACE AT THE IMC IS ALLOCATED
AND USIS IS PROVIDING CATALOG DISPLAY RACK SYSTEM AS WELL AS
SEEKING APPROPRIATE U.S. INDUSTRY FILMS TO COMPLEMENT CATALOG
SHOW AND INDUSTRY REP SEMINARS. CATALOGS FROM SEVENTEEN COMPANIES
RECEIVED TO DATE. ACTION REQUESTED FROM USDOC: (A) POST NEEDS TO
KNOW WHO WILL BE INDUSTRY EXPERT SO APPROPRIATE ARRANGEMENTS MAY
BE MADE; (B) REQUIRE COMPLETE LIST OF EXHIBITORS TO PLAN LOCAL
CROSS INDEXED SHOW CATALOG AND FOR PROMOTIONAL PURPOSES; (C)
BUDGET FIGURES ASAP.

4. FY 78 CCP REVIEWED

THE LATEST EDITION OF THE FY 78 CCP WAS REVIEWED IN DETAIL BY
THE CCAG AND NO MAJOR PROBLEMS WERE PERCEIVED IN ACHIEVING THE
GOALS SET FORTH FOR EACH CAMPAIGN AS WELL AS FOR THE POST'S
SPECIAL EFFORTS IN ALL INSTANCES THE POST IS CARRYING OUT THE
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ACTCONS REQUIRED BY THE FY 78 CCP. WOULD APPRECIATE CONFIRMATION
OF CANCELLATION OF TEXTILE EQUIPMENT TECHNICAL SEMINAR (DEC. 77)
AND FOOD PROCESSING AND PACKAGING EQUIPMENT SHOW WHICH ARE STCLL
LISTED IN FY 78 CCP AVAILABLE HERE.
HOLDRIDGE

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